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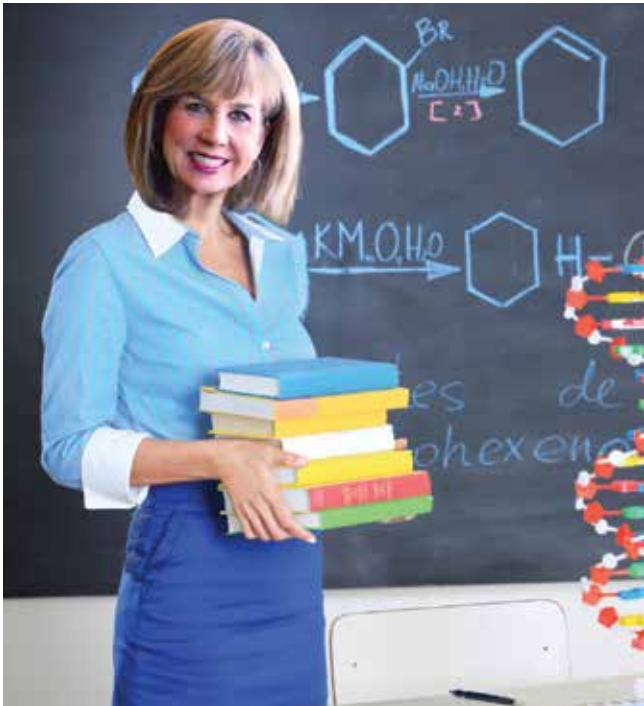
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class is back in session

KRISTIN MCMILLAN
PRESIDENT & CEO

It's August, which means that students all over the country are getting ready to go back to school. They're test driving new backpacks, determining what outfit will make the best impression on that pivotal first day, and finishing up (or starting) that required reading list they received back in June. At the Metro Chamber, we thought it would be a perfect time to delve into one of the most forward-facing issues in the local and national education dialogue today: Common Core Standards.

The U.S. Chamber of Commerce reports that U.S. students globally rank 17th in literacy, 21st in science and 26th in math. On a state level, 28.3 percent of Nevada students who went on to college needed remedial courses. Furthermore, it is estimated that by 2020, 62 percent of state jobs will require a degree beyond high school, and Nevada is expected to fall short by 7 percentage points. Clearly, improvement is needed. Nationally, and especially locally, we must raise these standings and take steps now to ensure that our future workforce is prepared and able to

“It is estimated that by 2020, 62 percent of state jobs will require a degree beyond high school, and Nevada is expected to fall short by 7 percentage points.”

Common Core Standards, adopted by Nevada in 2011 for English language arts and mathematics and in 2014 for science, outline a series of benchmarks and goals for what a student should know by the end of the class year. It is important for business professionals to understand why Common Core Standards are vital to our future economy. A well-prepared future workforce, as we all know, is essential to the fate of our region – creating good jobs and bringing about the associated long term prosperity and development of our citizens. We need to put our best effort forward to prepare the next generation of job creators and productive workers.

accept the challenges of post-secondary education and employment, and keep our place at the forefront of the global economy.

I encourage you, as a stakeholder in the future of our region, to do your homework. Participate in the Metro Chamber's Education Policy Committee and watch for further updates in The Rundown, the Metro Chamber's new biweekly government affairs and public policy e-newsletter. Also be sure to visit LVChamber.com for information on other available resources to help ensure that your existing workforce – and future employees – are ready to do business.

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- Developing community leadership and partnerships
- Local and regional business and job growth

For more information on having a Metro Chamber executive speak at your upcoming meeting, contact Cara Clarke, Senior Director of Communications, at **702.641.5822** or **cclarke@lvchamber.com**.



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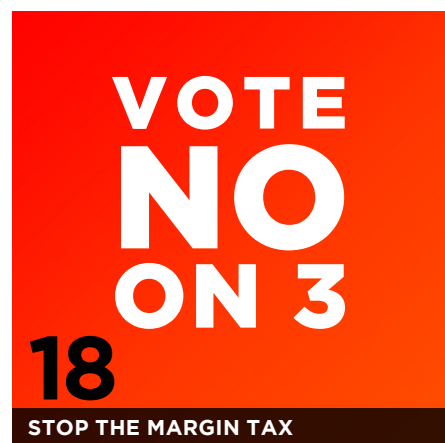
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chamber news



metro chamber welcomes colonel steven seroka as chief of staff

The Las Vegas Metro Chamber of Commerce will welcome Colonel Steven Seroka as its Chief of Staff in September. Colonel Seroka most recently served as Chief of Staff for the United States Air Force Warfare Center at Nellis Air Force Base, leading a staff of more than 11,000 across 22 states. His accomplishments

span a long and distinguished career in the United States Air Force, including positions in the Pentagon and Saudi Arabia. In this new role, Seroka will utilize his strengths and extensive experience in organizational leadership to oversee the strategic direction of the Metro Chamber and guide the Metro Chamber's short- and long-term objectives.

don't miss high-level relationship building at tpc summerlin

President's Club and Executive Level members are invited to an evening of high-level engagement among the Metro Chamber's upper levels of membership at TPC Summerlin on Thursday, August 28. TPC Summerlin is one of the nation's most revered golf courses, receiving national attention for its breathtaking landscapes, challenging courses and top-notch service. This event is exclusive to President's Club and Executive Level members, and advanced registration is required. For more information on the event or membership upgrade opportunities, call 702.641.5822.

get resources, new contacts and know-how at the governor's conference on small business

The Governor's Conference on Small Business returns to Las Vegas on Friday, September 19, at the Rio All-Suites Hotel & Casino Conference Center. Small business owners and entrepreneurs will have the opportunity to hear from industry leaders and experts during informative and timely panel discussions, interact with service providers, development authorities and government entities at the Business Resource Expo, and attend a luncheon featuring Governor Brian Sandoval and other special guests. B2B and non-profit exhibitor opportunities are still available, and general admission is now open, starting at just \$50 per person. For more information, visit LVChamber.com or call 702.641.5822.



u.s. senator dean heller to give insight at august business power luncheon

Don't miss U.S. Senator Dean Heller (R-NV) as he addresses Metro Chamber members at the Business Power Luncheon on Wednesday, August 20, at the Four Seasons Las Vegas. As a former businessperson, Senator Heller brings a common-sense perspective about the needs of Nevada's employers to proposed legislation. This is an excellent opportunity to hear directly from one of Nevada's key federal policy makers as he discusses issues on Capitol Hill affecting Southern Nevada businesses, as well as provides an update on federal legislation that impacts our local business community. For more information, ticket or table purchases, visit LVChamber.com or call 702.641.5822.



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news you need



clean energy summit gathers industry leaders and visionaries for partnership and progress

The seventh annual National Clean Energy Summit will converge on Thursday, September 4, for a daylong dialogue about developing the United States' massive clean energy supplies, securing greater energy independence and creating jobs. Leading a packed agenda is keynote speaker Hillary Rodham Clinton, former Secretary of State. She will be joined by U.S. Senate Majority Leader Harry Reid, CEO and co-founder of SolarCity Lyndon Rive, U.S. Secretary of Agriculture Tom Vilsack, and other energy policy experts, entrepreneurs, investors and stakeholders. Registration for the daylong program, taking place at Mandalay Bay Convention Center, is now open. For more information, visit cleanenergysummit.org.

sba launches supplierpay for better small business access to working capital

In an effort to give America's entrepreneurs more consistent and quick access to affordable working capital, the U.S. Small Business Administration (SBA) announced the launch of SupplierPay, a project dedicated to getting small business owners paid on time and keeping interest rates low so they can better invest in new equipment, products and people - leading to job creation and economic growth. Twenty-six major corporations, including Apple, Coca-Cola, IBM and FedEx, have already signed on to the White House's pledge to expedite payments to small businesses. The program builds from the QuickPay program, which requires federal agencies to accelerate payments to small business contractors with the goal of paying within 15 days. For more information on the program and small business contracting, visit SBA.gov.

clark county seeking citizen member positions for the air pollution control hearing board

The Clark County Board of Commissioners is accepting applications to fill three citizen member positions on the Air Pollution Control Hearing Board. Members serve three-year terms beginning on the date of appointment, and are responsible for hearing enforcement appeals, assessing civil penalties and acting on exemptions and variances of regulatory requirements and other Department of Air Quality issues that appear before the board. Applicants must be residents of Nevada, and applications must be received by 4:00 p.m. on August 8. For more information or to download an application, visit clarkcountynv.gov.

for your benefit

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he Metro Chamber Government Affairs team has relaunched and expanded its policy committees to connect you with the pressing issues facing employers, employees and the Southern Nevada community. Policy

committees serve as forums for members like you to learn about issues, ask questions, share your perspective and build relationships with others in the business community who want to improve Southern Nevada and make sure it remains a great place to do business.

Each policy committee represents a subject area important to conducting business in Southern Nevada. All Metro Chamber members and their employees are invited to attend the committee sessions that relate to their area of expertise, business practice, or in which

policy committees
are back:
engage in the issues
that matter to you

they have a general interest. Meetings will feature presentations by area experts, other relevant community stakeholders and/or policy makers who will share information and prompt discussion between those in attendance. Policy committee topics include healthcare, local government, K-12 education, higher education, insurance, gaming and tourism, transportation and infrastructure, among others.

Interested in joining one of the Chamber's policy committees? Contact Ryan Hamilton, manager of Policy Development, at ryhamilton@lvchamber.com or 702.586.3815. You can also view the Metro Chamber calendar on page 20 or visit LVChamber.com.



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GOVERNMENT AFFAIRS AND PUBLIC POLICY

metro chamber champions transportation infrastructure improvements and new projects



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oads are the lifeblood of commerce, enabling individuals and goods to cover large distances with greater efficiency, speed and safety.

Recognizing the virtues of surface transportation and local control over projects to improve existing transportation infrastructure and develop new thoroughfares, U.S. Congresswoman Dina Titus (NV-1) has proposed the Innovation in Surface Transportation Act. The act would revamp the process by which existing resources are deployed to maintain and improve transit systems in localities.

The Las Vegas Metro Chamber of Commerce has given its support to the bipartisan measure, and Metro Chamber President and CEO Kristin McMillan stood beside Congresswoman Dina Titus, Clark County Commissioner Chris Giunchigliani and Las Vegas City Councilman Steve Ross to deliver remarks in support of the proposed bill. Especially promising are provisions that allow local governments and municipalities to partner with chambers of commerce and other stakeholder organizations

to provide input as to where project funds could be best spent.

"It's about local governments, local entities, business, bicycle groups – everybody coming to the table to decide where the dollars should go," Congresswoman Titus said at the press conference on July 7. "It's intended to empower state stakeholders who are impacted by state transportation investment decisions, but who aren't at the table right now."

Titus stressed that the bill calls for no new taxes and no additional funding, but uses existing funds. By improving the process and changing the way projects are designated and funded, new efficiencies would be created. Under existing formulas, \$54 million would be freed up for disbursement by local governments and organizations this year, should the bill pass.

The bill is co-sponsored by Republican U.S. Congressman Rodney Davis of Illinois (IL-13), who serves with Titus on the House Transportation and Infrastructure Committee. It is designed to introduce a new level of competition and accountability

into the funding of transportation projects. To accomplish that end, the bill provides a process by which local leaders and relevant organizations can collaborate on future transportation projects.

"The Innovation in Surface Transportation Act is a common-sense, bipartisan bill to give local entities a stronger voice when it comes to funding local projects," Congressman Davis said at a separate press conference held in Normal, Illinois. "Additionally, this bill recognizes our nation's fiscal realities by giving preference to projects that strengthen the return on investment, encouraging public-private partnerships and increasing transparency so that every federal dollar spent goes a little bit further."

The Metro Chamber's support of this bill adds to its complement of action meant to develop transportation in Southern Nevada, including strong support for the I-11 project that would update existing roadways between Phoenix and Las Vegas to interstate standards. For more information, visit LVChamber.com or contact the Metro Chamber Government Affairs department at 702.641.5822.



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U.S. Congressman Joe Heck (NV-3) addressed Metro Chamber members on issues impacting their businesses, including job creation, immigration reform, healthcare and economic development. Congressman Heck took questions from the audience following his remarks and was presented with the U.S. Chamber of Commerce Spirit of Enterprise Award during the program.



business
breakfast with
major general
jay b. silveria



Major General Jay B. Silveria, Commander of the U.S. Air Force Warfare Center at Nellis Air Force Base, gave insights on how the military community impacts Southern Nevada. With hundreds of local companies contracted with the military and more than 12,000 military and civilian jobs hinging on the strength of Southern Nevada's military community, it is a vital and dynamic component that contributes \$5.1 billion to our local economy.

The Business Case for Common Core



Nevada Ready for Common Core



BY ELAINE WYNN, PRESIDENT, STATE BOARD OF EDUCATION

R

emember Marty McFly, Michael J. Fox's character in *Back to the Future*? Sometimes, my experience with academic standards feels like Marty's – it seems a little difficult to get back to the future.

First, a little history – In 1996, Governor Miller invited me to join him at a special convening of the National Governor's Association – a summit on education, at IBM's headquarters in New York. Every Governor brought one business representative. One conclusion crystallized that day: our nation's Governors and every businessperson in the room believed that we needed a concentrated and coordinated effort to create standards that could be common across all states. We resolved to ensure children in Las Vegas learned the same things as youngsters in Los Angeles, Lubbock, Lansing and Lexington. We returned to our respective states inspired and motivated yet unsure as to how to get it done.

Fast forward to 1997. As a member of Nevada's newly-created Council for Establishment of Academic Standards, our charge was to define what Nevada's children needed to learn at every grade level to succeed in the 21st century. It was laborious and important work. Frankly, it was daunting. How could we know our standards were relevant for a global marketplace, while working only in Nevada?

It was, for me, a relief when the federal government stepped up to coordinate, compile and compel the important work being done by states. Their push for innovation encouraged states to aim high – to define standards common across all states *and* calibrated to standards of nations around the globe.

Our nation's Governors were the impetus for Common Core. From my ringside seat, their effort demonstrates

the best of States' rights in action. It is anything but a federal conspiracy, as a few persistently argue. Folks, it's time to move on, follow Marty and get back to the future. There's real work to be done!

The new standards set a high bar of expectation. They emphasize process, not just content. They move us from rote learning to developing capabilities in children. They ask students to think, apply knowledge, infer, develop strength in analyzing technical text and defend opinions with supporting evidence. Yes, they are rigorous. Yes, they are challenging. And, yes, they will equip youngsters with skills and experience to think critically, communicate effectively and accomplish real-world achievements – which certainly appeals to me as a businessperson.

In my role as national board chair of Communities in Schools (CIS), I was particularly sensitive to the implications of Common Core for at-risk children. We lose too many poor and minority children already. Would raising the bar mean losing more? After exhaustive evaluation, CIS believes that at-risk youngsters can and will meet higher expectations, as long as adults find ways to scale the integrated and focused supports they will need to clear the bar. (The recent results we saw in CCSD's ZOOM Schools make the point. Although preliminary, the gains were impressive and show us what is possible.)

Look, I am a realist. Any major change creates short-term pain. Re-defining expectations in K-12 education is a sea change for our state and nation. There will be confusion, turbulence and fear. There always is.

I am also an optimist. The long term gain is worth it. The possibility of what we can become keeps me going. So, let's get back to the future, keep moving forward and make **Nevada Ready!**

The Business Case for Common Core

BY THE LAS VEGAS METRO CHAMBER OF COMMERCE

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teering students towards success after graduation benefits everyone. Employers are able to depend on a well-educated workforce to maintain and grow their businesses, universities spend less money on remedial education and individuals are smarter, more capable, more employable and will likely earn more. As job creators, employers and business leaders, we need to make sure that the students in today's classrooms are prepared as tomorrow's skilled workforce.

Employers today are looking to the next generation of their workers, colleagues, suppliers and leaders. And those future workers are getting primed in the classrooms today. Ensuring that Nevada's workforce is adequately prepared – for college, career and life beyond high school – is paramount to ensuring that Nevada has the workforce it needs to be competitive in the global economy. The steps the business community take now towards economic diversification, industry development and startup innovation can only be sustained in the long term if the next generation of employees are prepared to enter the workforce.

It all starts with academic standards in the classroom. That is why a set of standards known nationally as Common Core, and in Nevada called the Nevada Academic Content Standards, has been implemented to create a more rigorous academic experience in our public schools. Defined as a set of high-quality academic standards in mathematics and English language arts, Common Core Standards outline a series of clear, consistent guidelines for what a student should know and be able to execute in respective subjects at the end of each grade year. Its overall objectives are to ensure that U.S. high school students graduate with the knowledge and skill set necessary to succeed in college and career, create consistent learning goals across the

U.S., and maintain and advance the nation's place as a leader of innovation and growth in the competitive global economy. Forty-four states and the District of Columbia have adopted the Common Core Standards. "Nevada is raising its academic standards to help our students receive a world-class education and ensure all Nevadans are ready for success in the 21st Century," says Dale Erquiaga, Superintendent of Public Instruction for Nevada. "Since 2011, our schools have been implementing new Nevada Academic Content Standards, which are the Nevada version of the Common Core State Standards for English language arts and mathematics." The science standards were adopted by the State Board of Education in February of 2014, and will soon be taught across the state.

Common Core Standards change what a student is expected to know at various stages of their academic advancement and also influences the methods that are used to teach subject material. It aims to set a realistic baseline for student achievement and give teachers and parents more opportunities to recognize areas of improvement before they become major gaps that could seriously hinder a student's progress. School districts continue to have power over determining their own curriculum. "Districts continue to develop their own curricula, and classroom teachers will tailor instruction to the new standards and the needs of their students," Erquiaga says.

State Senator Joyce Woodhouse (D), chairwoman of the Nevada Senate Committee on Education and a former program administrator for the Clark County School District with a master's degree in curriculum and instruction and educational administration, believes that the content standards represent a major improvement. "I believe the Nevada Academic Content Standards are more rigorous than our previous standards and are



designed to prepare students for college and careers,” Woodhouse says. “Students, through classroom instruction and experiences provided by their highly qualified teachers, will understand the content and processes involved in their English language arts and mathematics curricula.”

“A lot has changed since we were kids,” says President of the State Board of Education and well-known education advocate and philanthropist Elaine Wynn. “To succeed in today’s world, our children require skills and experience to think critically, communicate effectively and accomplish real-world achievements.” She believes that the new curriculum will help students achieve those goals and give them increased opportunities by improving the quality of education they receive.

“Our more rigorous Academic Content Standards (based on Common Core) are raising the bar for what kids will learn and know at every grade level. We have been at it for a while. The Blue Ribbon Task Force on Education, which I co-chaired with [Nevada System of Higher Education] Chancellor Dan Klaich almost five

years ago, developed a blueprint for education reform that included a recommendation to adopt the Common Core State Standards,” Wynn says.

The campaign to educate students, peers, and community stakeholders about the new standards and

their implementation is known as Nevada Ready! Wynn believes that the Common Core curriculum is the best way to equip students properly and prepare them to be a part of a highly educated workforce.

According to the U.S. Chamber of Commerce, by 2020, 62% of state jobs will require a degree beyond high school (including in growing occupations such as managerial/professional, sales/office, social sciences, and health care), and Nevada is expected to fall short by 7 percentage points.

Erquiaga agrees with Wynn’s assessment. “New academic standards, along with high quality and well-supported educators, have the potential to transform outcomes for Nevada students and for our state,” he says. “Nevada’s new standards are expected to drastically reduce the need for remedial classes. The standards will also strengthen the state’s workforce and economy as more students graduate from high school ready to succeed in a new economy.”

They are not alone in their support of the new curriculum. A 2010 review of state-based curriculums done by the Thomas B. Fordham Institute, an education-focused

think tank, found that the Common Core Standards were “clearly superior” to standards found in Nevada, which received a “C” grade along with 32 other states for math and reading. Common Core Standards were found to be clearer and more rigorous than the pre-existing curriculum.

Las Vegas is a community well-known for its growing population, and many of the students

who are now enrolled in Clark County schools did not begin their education locally. Common Core Standards are especially important in areas of the country (like Southern Nevada) that are more prone to transiency and transplanted residents, as it regiments the type of materials students are expected to know and when they are expected to know it across districts, counties and even states. A high school junior who moves from New Mexico will not have to repeat American History because of discordant state standards; he or she will be taught similar material at similar times throughout their education.

The U.S. Chamber of Commerce, which formally backed the adoption of Common Core Standards, notes on its website, BusinessForCore.com, that students in the United States are lagging behind other students in developed economies. U.S. students rank 17th in reading literacy, 21st in science, and 26th in math according to the site. The shortfall extends beyond the national scope into the local, as the U.S. Chamber also predicts that by 2020, 62 percent of jobs in Nevada will require some postsecondary education credential, but only 28 percent of adults in the state currently have a postsecondary credential. This leaves a critical gap in workforce needs and poses a real threat to our economy. The higher guidelines Common Core Standards bring to public schools will help close the skills gap that will make a substantial difference in the United States’ place in the global economy.

Some of the most vocal criticism of the standards come from individuals who oppose a standardization of curriculum across the states, but advocates are quick to point out that adoption of Common Core Standards is voluntary, even arguing that because the standards are focused, it allows even greater innovation at local levels to teach complex ideas and topics to students.

Common Core Standards are the brainchild of individual state governors who sought to tackle declining test

scores relative to other industrialized nations. In an Op-Ed piece published in the *Cincinnati Enquirer* in July 2014, Gary Standafer, a former classroom teacher who has worked in textbook publishing and test development, notes that the curriculum wasn’t designed by bureaucrats. He points out that the standards were authored “by scholars who represent the best base of knowledge

of how students learn and what they need to know in order to be prepared for college and careers.” Standafer writes that the standards “are research-based and represent what is known about learning progressions and how students’ mathematical knowledge and skills develop over time,” citing that the standards for science and English language arts are likewise rooted in educational research.

Brian McAnallen, vice president of government affairs at the Las Vegas Metro Chamber of Commerce, believes the academic standards are pivotal to improving the education and workforce in Southern Nevada and closing the skills gap. “The Metro Chamber fully supports the Common Core Standards,” he says. “They are a key component of the work we are doing to improve the schools in Southern Nevada and make our community a more attractive place to live and do business. We are working with state and local stakeholders to make sure they know the Metro Chamber supports the new standards.”

Erquiaga believes the backing of community organizations like the Metro Chamber is an important part of the new curriculum’s implementation and success. “It is critical that educators have the support of their communities to implement these new standards successfully. Nevada Ready! aims to build public awareness and engagement regarding key issues impacting Nevada education,” he explains. “As business and civic leaders, your support is critical if our local schools are to reach even greater heights than before.”

According to the U.S. Chamber of Commerce, 84% of math and/or English language arts teachers in Nevada believe the standards will have a positive impact on students’ ability to think critically and use reasoning skills.

Learn More About Common Core and the Nevada Ready! Campaign by visiting nevadaready.org on the web, [@NevadaReady](https://twitter.com/NevadaReady) on Twitter and on the Nevada Ready! Facebook page. You can also find out more information at BusinessForCore.com.

the margin tax

MYTH VS. REALITY

Q

uestion 3, otherwise known as the Margin Tax Initiative, will be on Nevada's November 4 statewide ballot. The proposal would impose a new state tax on Nevada businesses with more than \$1 million in annual gross revenues, regardless of how much, if any, of their revenues are actual profits. With so much

conversation about the Margin Tax Initiative, it's difficult to tell what the reality of the tax would mean for employers and employees in Nevada. Here are some of the facts – and myths – about Question 3.

MYTH: A “BIG BUSINESS” TAX

Promoters of this measure portray it as a minor tax on “big businesses” and want voters to believe all the tax revenue would go to education. In reality, the initiative would impose a major new tax burden on both large employers and thousands of small businesses throughout the state.

Imposing this proposed tax on top of the state's existing Modified Business Tax would create the equivalent of an almost 15 percent state corporate income tax – nearly twice as high as the corporate income tax rate in California. Overall, the Margin Tax Initiative would dump a massive \$750 million increase on the costs of doing business for Nevada employers, making Nevada one of the five highest taxed states in which to operate. This would severely damage our state's struggling economy, cause the loss of thousands of existing jobs and make it nearly impossible to attract new businesses and jobs to Nevada.

REALITY: A FLAWED, UNFAIR TAX FORMULA

The initiative's new tax on gross revenues would be especially damaging to employers that have high overhead and slim profit margins, such as restaurants, small retailers, grocery stores, farmers and ranchers (among many others) and those already on the brink of closing. It would only allow businesses to deduct some of their actual costs from the revenues subject to the tax. For example, they could deduct their cost of goods or their payroll costs, but not both.

Another flaw in the measure is that it would create a “fiscal cliff.” A business making one penny less than \$1 million in gross revenues

VOTE NO ON 3

would pay no tax. A business that grossed one penny more than \$1 million would pay the 2 percent margin tax based on the entire million, even if none of it were profit.

MYTH: MONEY COLLECTED WOULD GO TOWARDS FUNDING EDUCATION

There is no guarantee of more money for education with the Margin Tax. Under the state constitution, the Legislature would have complete authority to divert funds from this new tax to things other than education. Moreover, the initiative contains no guidelines on how any funds going to education would be spent. It would essentially hand a blank check to politicians and bureaucrats to spend however they wanted, without requiring any oversight, reviews or accountability.

REALITY: HIGHER CONSUMER COSTS FOR ALL

Increased costs imposed on businesses providing goods and services in Nevada would ultimately be passed on to consumers. This would force Nevadans to pay higher prices for everything from food, clothing, gas, water and electricity to housing, insurance and healthcare – hurting those who can least afford it.

Visit LVChamber.com or call the Metro Chamber Government Affairs team at 702.641.5822 for more information on how you can join the fight to defeat the Margin Tax Initiative.

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- Heather

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what's happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **AUGUST**

august chamber connections

Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available; call for space availability.

5:30 – 7:00 p.m.
See website for details on locations.

Tuesday, August 5
Tuesday, August 19

business power luncheon featuring u.s. senator dean heller

AUG **20**

7

THURSDAY, AUGUST 7 **BUSINESS AFTER HOURS** **AT CLUBHOUSE NEWS**

Mix, mingle and broadcast your business as you get an insider's look at a kid-focused working news station. A few lucky attendees will even be interviewed by the station's teen news anchors.

5:30 – 7:30 p.m.
Clubhouse News Network
6245 W. Post Rd.

Complimentary for members and their guest.
Sponsors: Chamber Insurance & Benefits, Office Depot, Wells Fargo

11

MONDAY, AUGUST 11 **VEGAS YOUNG PROFESSIONALS** **TOASTMASTERS MEETING**

The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.

6:30 – 8:00 p.m.
The Ogden Clubhouse 16th Floor
150 Las Vegas Blvd.

FREE for guests
\$60 to join, \$36 every six months.

12

TUESDAY, AUGUST 12 **CHAMBER VOICES TOASTMASTERS**

Become a better speaker and a more effective presenter. Open to all members.

10:45 a.m. – Noon
First American Title Company
2500 Paseo Verde Pkwy., Ste. 120

\$54 every six months. Guests always complimentary.

14

THURSDAY, AUGUST, 14 **VEGAS YOUNG PROFESSIONALS** **WHITE HOT "TO THE NINES"**

Join VYP in your coolest summer whites as White Hot is taken "to the nines" in honor of its ninth year. Celebrate VYP's signature annual event with cocktails, a few surprises, and as always, great company.

7:00 – 9:00 p.m.
GHOSTBAR inside The Palms Casino Resort
4321 W. Flamingo Rd.

Online: \$10 members, \$15 non-members
At the door: \$15 members, \$20 non-members
Sponsors: Chamber Insurance & Benefits, UnitedHealthcare, Wells Fargo
Mixer Sponsor: Vegas Inc.

20

WEDNESDAY, AUGUST 20 **BUSINESS POWER LUNCHEON FEATURING** **U.S. SENATOR DEAN HELLER (R-NV)**

Hear directly from U.S. Senator Dean Heller as he discusses issues on Capitol Hill that affect Southern Nevada businesses, as well as updates you on federal legislation that impact our local business community. As a former businessperson, Senator Heller brings a common-sense perspective and insight into the needs of Nevada's business owners and employers. Early registration is encouraged.

11:30 a.m. – Noon: Registration & Networking
Noon – 1:00 p.m.: Program
Four Seasons Las Vegas
3960 Las Vegas Blvd. S.

Online: \$50 Members, \$65: Non-members,
\$500 table of 10. At the door: \$65
Sponsored by: Chamber Insurance & Benefits, Sunrise Health System, Las Vegas Review-Journal

00 - CHAMBER EVENT

00 - VYP EVENT

how
to
register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

august sponsors:



UnitedHealthcare

VEGASINC

21

**THURSDAY, AUGUST 21
LOCAL GOVERNMENT POLICY
COMMITTEE MEETING**

The Local Government Policy Committee gives members and their employees the opportunity to learn about local government issues that impact businesses. During this session, you will hear presentations and have the opportunity to share your perspective on pre-hospital emergency and ambulance care in Southern Nevada.

9:00 – 10:30 a.m.

Las Vegas Metro Chamber of Commerce
8363 W. Sunset Rd., Ste. 250

Complimentary and exclusive to Metro Chamber members and their employees

25

**MONDAY, AUGUST 25
VEGAS YOUNG PROFESSIONALS
TOASTMASTERS MEETING**

See August 11 for details.

26

**TUESDAY, AUGUST 26
MORNING MINGLE**

Learn how to maximize your Metro Chamber membership by attending this breakfast. Metro Chamber Prospectors will give firsthand accounts of how they used the Metro Chamber to build their business.

7:30 – 8:00 a.m.: Registration & Networking

8:00 – 9:30 a.m.: Program

Spanish Trails Golf Course

5050 Spanish Trail Ln.

Complimentary and by invitation only

Sponsored by: Chamber Insurance & Benefits, NV Energy

26

**TUESDAY, AUGUST 26
CHAMBER VOICES TOASTMASTERS**

See August 12 for details.

28

**THURSDAY, AUGUST 28
PRESIDENT'S CLUB &
EXECUTIVE LEVEL RECEPTION**

Join your fellow President's Club and Executive Level members for an evening at TPC Summerlin, one of the most lauded golf courses in the United States. Enjoy a specially crafted menu of appetizers and cocktails in a sophisticated setting while you build high-level professional relationships.

5:30 – 7:30 p.m.

TPC Summerlin

1700 Village Center Cir.

Complimentary and exclusive to President's Club and Executive Level members.

Sponsored By: Chamber Insurance & Benefits

staff spotlight

METRO CHAMBER BUSINESS DEVELOPMENT TEAM HONORED FOR EXCELLENCE

W

ith such a diverse and expansive business community in Southern Nevada, recognizing the individual needs of each new business that joins the Metro Chamber is a challenge. But it is one the Metro Chamber Business Development team is more than up to accepting. For the eleventh consecutive year, the team took national top honors for membership sales at the annual American Chamber of Commerce Executives (ACCE) convention. "This distinction recognizes our team's commitment to a thriving and vibrant chamber that serves the needs of our local business community," says Krista Darnold, vice president of member services and partnerships for the Metro Chamber. "It's an honor to be recognized as best in the nation by our peers at ACCE."



Roya Khavari, First Place

Roya Khavari has been involved in the chamber industry for more than 15 years, beginning her career in Detroit, Michigan, and joining the Metro Chamber shortly after her move to the Las Vegas Valley. Roya is committed to connecting members with one another and helping them learn how to use their membership to grow their respective businesses, whether it is through product savings or the Metro Chamber's government affairs team advocating on their behalf. Roya also heads up Chamber Connections, the Metro Chamber's popular networking and leads-gathering group. She is proud of the role she has played in bringing members together to help one another cultivate business growth and develop meaningful professional relationships. In her spare time, she enjoys cooking and spending time with her family.



Chris Wilson, Second Place

Chris Wilson has been with the Metro Chamber since 2002, and prior to that worked closely with the Chamber in developing relocation and visitor information for the Las Vegas Valley. Chris takes a great amount of joy in seeing members take full advantage of their benefits and realizing success from those benefits, whether it is cost-savings from one of the Metro Chamber programs or creating a valuable business relationship through a networking event. She enjoys knowing that when a business becomes more successful through the Metro Chamber, she helped facilitate that growth which benefits the economy and spurs job creation. When she isn't working, Chris spends time with her grandchildren, snow and water skis, and cheers on the Denver Broncos.



Vance Adams, Third Place

In his 12 years with the Metro Chamber, Vance Adams has dedicated his time to leaving a positive mark in the lives of Metro Chamber members, their businesses and the Las Vegas community. Vance is recognized for the service he provides to the local business community, and truly believes in making a positive difference in the lives of members and the future of their companies. His enthusiasm for the businesses he signs up for membership is evident every day at the Metro Chamber. He is truly committed to connecting businesses to the resources they need to be successful. In his spare time, Vance enjoys quality time with his family, traveling throughout the South, teaching financial literacy and finding resources to help victims of human trafficking.



GOVERNOR'S CONFERENCE ON SMALL BUSINESS 2014



FRIDAY, SEPTEMBER 19, 2014
RIO ALL-SUITE HOTEL & CASINO CONVENTION CENTER – LAS VEGAS

EXHIBITORS:

Get your message in front of nearly 800 local attendees

Promote your products and services to small business customers and entrepreneurs

Affordable exhibitor rates that can't be beat!

\$350 - Business to business exhibitors

\$250 - Nonprofit exhibitors

*Please note that exhibitor registrations are subject to approval by conference administrators.

CONFERENCE AGENDA:

7:30 a.m.: Registration, networking and light breakfast

8:00 a.m. – Noon: Business Resource Expo and Panel Sessions

Noon – 1:30 p.m.: Luncheon featuring Governor Brian Sandoval and special guest speakers

General conference attendee:
\$50 in advance, \$60 at the door

For more information or to register, visit
LVChamber.com or call 702.641.5822



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Economic Development
— Empowering Success —



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NEVADA DEPARTMENT OF
BUSINESS AND INDUSTRY

spotlights

(B) Jonathan Baktari, MD

Medical Director - The Vaccine Center

Dr. Jonathan Baktari graduated Magna Cum Laude and Phi Beta Kappa with a B.A. from Case Western Reserve University. He completed medical school at Ohio State University, internal medicine residency at Northwestern University, and pulmonary and critical care fellowship at UCLA. In addition to being a practicing physician, he has been a clinical professor and medical director for several local organizations. Dr. Baktari currently serves as medical director at The Vaccine Center and Travel Medicine Clinic.

(A) Allan Palmer

Executive Director & CEO - National Atomic Testing Museum

Allan Palmer has served as a professional museum executive for more than 20 years, building and leading some of the country's major aviation, space, history and technology museums. He successfully led the effort to obtain Congressional designation for the museum as America's 37th National Museum. Palmer has the distinction of having served as an active duty regular officer in both the U.S. Air Force and the U.S. Navy during his military career, and is a highly decorated Vietnam combat veteran.



(D) Lesley McVay

Executive Vice President of Facility Services - Switch

Lesley McVay is responsible for managing client installations for all of Switch's data center facilities, totaling more than two million square feet. She works with clients ranging from *Fortune 100* companies and government agencies to mid-sized enterprises and start-ups to produce successful and timely installations. Before joining Switch, McVay was the director of operations for a successful Las Vegas-based software company. She is a member of the executive committee of the Metro Chamber Board of Trustees.

(C) Lawrence Barnard

COO - University Medical Center

Larry Barnard has held administrative positions in hospitals on both coasts, as well as Summerlin and Valley Hospital here in Las Vegas. Barnard is a West Point graduate with an MBA from USC. His priorities are delivering quality patient care in a hospital with strong community ties. Barnard understands that through its unique service lines and commitment to community involvement, UMC is poised to improve healthcare for our entire community.

president's
club

Valentina Herzog**Broker/Owner -
Realty Expertise**

Valentina Herzog created Realty Expertise in 2010 after completing seven award-winning years with RE-MAX Brokerages. Well-known and respected in the industry, Herzog was one of the valley's first Realtors to successfully navigate short sale negotiations with banks. She has been continuously recognized by local title companies as a top producer, honored with YPN's "40 under 40" award in 2013 and nominated again in 2014.

David Hehn**Regional Director -
Wells Fargo Wealth
Management Group**

David Hehn has more than 25 years' experience in trust administration, wealth planning and investment management. He is responsible for assisting Wells Fargo clients and non-profit organizations in reaching their financial goals. Prior to joining Wells Fargo, Hehn was with a registered investment advisor where he provided wealth management expertise to clients in Nevada, Arizona and California. Hehn is also an active member of the community, serving on a number of non-profit boards of directors.

Tim Crowley**President -
Nevada Mining Association**

Tim Crowley has been president of the Nevada Mining Association since 2008. Prior to this position, he ran his own lobbying firm, the Griffin Crowley Group, was the director of public affairs for the Nevada Resort Association, and served as the director of government and community relations for the Nevada Mining Association. Crowley is a native of Reno and graduated from the University of Nevada, Reno in 1992 with a Bachelor of Science degree.



executive
level

Seth Ahlborn**Headmaster - Henderson
International School**

Seth Ahlborn develops a diverse talented staff and guides innovative curriculum implementation. With the motto, 'Students First,' he leads enrollment and community service programs. A private school leader for more than 23 years, he studied advanced math for teachers at University of New Hampshire, and holds a Master of Science degree from the University of Wisconsin at Madison, and a Bachelor of Arts degree from the University of North Carolina at Chapel Hill.

Marcio Bonfada**General Manager -
Fogo de Chao**

Marcio Bonfada has more than 15 years of experience in the restaurant industry. As general manager of Fogo de Chao, Bonfada oversees the entire Fogo guest experience. His knowledge and respect for the Gaucho culture has helped him rise through the ranks at the restaurant company. He consistently finds ways to maintain the high level of quality expected at Fogo De Chao and exceed guest expectations.

Amy Meyer**President -
Paul E. & Helen S.
Meyer Foundation**

The Paul E. & Helen S. Meyer Foundation gives educationally-based grants and scholarships to area students. Amy Meyer, granddaughter of the founders, became the foundation's president in 1999. Meyer's passion for disadvantaged and struggling youth led to the development of the non-profit, White Horse Youth Ranch (WHY Ranch), that offers free riding lessons using rescued horses to help build self-esteem and give renewed hope to youth in Las Vegas.

common core:

A NEVADA BUSINESS ROUNDTABLE REPORT



BY THE HONORABLE
LORRAINE HUNT-BONO
CHAIRMAN,
NEVADA BUSINESS ROUNDTABLE

A

s the chairman of the Nevada Business Roundtable (NBR) and a longtime local small business owner, I believe that improving the performance of the state's K-12 educational system is necessary to providing a strong foundation for Nevada's competitive business climate.

I see firsthand the challenges and difficulties our students face when they are not prepared for the workforce. As employers, we understand the challenges of keeping up with today's economy and changing workforce. It means the skill needs of employees are growing and the skills gap is expanding, which is a concern for so many of us.

If we are serious about changing and improving education in our state, then we must successfully implement rigorous academic standards for K-12 education, known as Nevada Academic Content Standards (Common Core Standards).

As an employer, it makes sense that those standards need to be aligned with college course work and workforce needs. If they are not, then our students are not being preparing to succeed. Our students need to be better prepared in a changing and challenging economy.

Business organizations such as the Las Vegas Metro Chamber of Commerce and The Chamber - Reno, Sparks and Northern Nevada support these academic standards because it is an opportunity to help students to succeed, provide clear guidelines and raise expectations. This is in addition to the support that has been offered by the Nevada State Board of Education, the Nevada System of Higher Education and the Executive Association of School Boards for Common Core Standards in Nevada.

States across the country have adopted Common Core Standards because they recognized the clear need to improve their education systems and better prepare America's students for college and career opportunities. They are making changes to their education system; Nevada must do the same if our students are to be competitive on the regional and national level.

Here are some compelling statistics of why Nevada needs to continue the implementation of the Common Core Standards:

It has been reported that by 2020, 58 percent of jobs in Nevada will require a postsecondary credential. However, only 28 percent of adults in the state currently have this credential - producing a 30 percent point skills gap.



That is why we need to support and advocate for higher academic standards. It is essential to helping close this gap. The successful implementation of Nevada Academic Content Standards is a fundamental driver of change in how we prepare our students in the classroom for a successful post-graduation experience either in college or the workforce.

Join the efforts and help us work together to build a better Nevada with the united efforts of employers, employees, students, teachers, community members and legislators by supporting the implementing Nevada's Academic Content Standards. You can learn more about these efforts by visiting nevadaready.com.

It is important to remember that NBR is not a formal organization. We are simply a statewide coalition of like-minded business groups that share concerns that affect the economy and stability of Nevada businesses in both rural and urban parts of our state. If you would like more information about the NBR, please contact the Metro Chamber's Government Affairs department at 702.641.5822.



Let's talk about a brighter future.

At Valley Electric Association, we are a nonprofit utility cooperative dedicated to accomplishing meaningful progress for our state.



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VEA members
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2008 - 2012



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and 2013 in the state of Nevada



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member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.



congratulations

Five attorneys from **Kolesar & Leatham** have been named 2014 Super Lawyers for the Mountain States Region - Robert Caldwell, Scott Cook, Natalie Cox, Nile Leatham and Alan Lefebvre. Two attorneys were also named Rising Stars: William Schuller and Shlomo Sherman.

McCarthy Building Companies has been named ENR Southwest's 2014 Contractor of the Year.

Rod Davis, senior vice president of operations with **Dignity Health Nevada**, received the American College of Healthcare Executives (ACHE) Senior-Level Healthcare Executive Regent's Award in Las Vegas. The award recognizes ACHE members who have made significant contributions to the advancement of healthcare management excellence and the achievement of ACHE's goals.

Jennifer L. Carleton, shareholder with **Brownstein Hyatt Farber Schreck**, was appointed to serve on the **American Heart Association**, Las Vegas Go Red for Women executive committee.

Brian Lawenda, M.D., Board Certified Radiation Oncologist with **21st Century Oncology** has been appointed to be a clinical professor at the University of Nevada School of Medicine.

Two dozen attorneys from **Lionel Sawyer & Collins**, including Founding Partner Samuel S. Lionel and Managing Partner Paul R. Hejmanowski, have been honored by Super Lawyers and awarded an outstanding rating based on peer recognition and professional achievement from a national legal publication.

Joe Scott of **Transparent Mental Health, Inc.** has been selected for the Board of Directors, NAMI (National Alliance of Mental Illness) Nevada.

In July, the **Las Vegas Monorail** celebrated its 10th anniversary of service in the community.

announcements



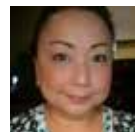
NV Energy named Paul Caudill as its president and chief executive officer. Caudill has served as president of NV Energy since the company merged with Berkshire Hathaway Energy in December 2013.



City National Bank announces that Fabian Vincent and Kathleen Smith have joined the bank as business banking relationship managers. Both have more than 20 years of experience in the banking industry.



Eric Bonnici has been named executive director of the **Nevada Broadcasters Foundation** and director of sales and marketing for the **Nevada Broadcasters Association**.



Catherine Francisco joined **Vegas PBS** as underwriter of corporate sponsorships. In her new position, Francisco will be responsible for building support for diverse Vegas PBS television and outreach programs and special events.

Matt Smith Physical Therapy recently hired Heather Black Darby, MSPT, SCS, CSCS, as a physical therapist at the company's clinic located at 727 N. Nellis Blvd. Black Darby brings more than 14 years of experience in the field of physical therapy.

Snell & Wilmer welcomes three new attorneys: Bryan M. Gragg joins the Las Vegas office in the areas of construction litigation and complex commercial litigation; David W. Gutke is part of the Las Vegas office and will practice in product liability litigation; and Carrie L. Parker is with the firm's Reno office where she will concentrate her practice in white collar criminal defense and commercial litigation.

B&P Advertising, Media & Public Relations hired Christopher Handl as an interactive designer. Handl has years of experience in multimedia design, creating highly effective and compelling digital campaigns.

Branch Benefits Consultants announced the insurance agency has promoted Tara Jacquet to Vice President of Client Services. Her new responsibilities will include managing key client relationships, determining strategies for exceptional customer service standards and contributing to the overall direction of the firm.

Lewis Roca Rothgerber was recognized among the top intellectual property firms in Nevada by Managing Intellectual Property in its 2014 IP Handbook. In addition, Las Vegas partners W. West Allen and Michael McCue were named to the list of 2014 "IP Stars."

upcoming events

The Mob Museum, the National Museum of Organized Crime and Law Enforcement, will host the exclusive first Las Vegas screenings of *Whitey: United States of America v. James J. Bulger*. The film, which premiered at the 2014 Sundance Film Festival, will be shown August 12 and 13 at 7:00 p.m. Call (702) 229-2734 to make reservations.

Singles In The City, a dating service for single professionals, will host a free launch party at Oscar's Steakhouse on August 13, from 6:00-8:30 p.m. There will be a raffle with all proceeds donated to **Dress for Success**. Send RSVP and all inquiries to info@sitcv.com.

The **Bridal Spectacular Las Vegas** wedding planning event will be at Cashman Center, 850 Las Vegas Blvd. North, August 15 - 16. For more information or to purchase tickets, go to BridalSpectacular.com.

The Rape Crisis Center is hosting its first TeenSPACE (Starting Prevention and Awareness in Communities Everywhere) Youth Summit on August 21. The one-day event is intended to bring high-school age students together to empower them with concrete ideas for ending sexual assault and related violence in their own communities. Interested students may register by emailing lisa@rcclv.org to request a registration packet.

LargestMixer.com presents Las Vegas' Largest Mixer: The Ultimate Business Networking Event, September 17 at the Riviera Hotel & Casino. Visit www.lasvegasmixer.com for details.

community service

Boys & Girls Clubs of Southern Nevada hosted the Triple Play 'Million Minutes in Motion' Tour, which will log one million minutes of active exercise with kids around the country this summer.

For the past 5 months, **WADBOD GYM** hosted "EPIC SUNday FUNday" park workout sessions and raised more than \$1,270 to support the Heaven Can Wait Animal Society.

wheeling and dealing

Commercial Executives Real Estate Services recently represented a company in the leasing of 2,918 +/- SF of office space located at 5920 S Rainbow Blvd Suite 5 in Las Vegas. The 60-month lease is valued at approximately \$241,700.

TheOfficeSquad® announces that Christal Allen is its first franchisee. It will be located at 2850 W. Horizon Ridge Parkway in Henderson.

NetEffect and **uptimeLV**, two of the leading Las Vegas-based, computer and information technology support and consulting service providers, have merged and will operate under the NetEffect name.

Scene Clean Decon LLC announces its newest clients, Agents John P. McInerney and Kyle Kenny, at Farmers Insurance located at 3100 S. Durango Dr., Ste 104.



Vegas PBS Invites You to Share Your Stories of Service

Coming back to civilian life brings new challenges, new opportunities and new stories of remarkable courage and accomplishment.

Vegas PBS invites veterans and service members throughout Nevada to share your stories of service to help our community understand the veteran experience.

Interviews will be conducted and recorded at the new USO Center at McCarran International Airport, Terminal 3.

Schedule your interview today.

Contact us for more information about veterans resources or to share your Stories of Service.

Annie Emprima-Martin, Vegas PBS Veterans Coordinator
702.799.2020 x 5446 • aemprima@VegasPBS.org
VegasPBS.veteranscominghome.org

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3050 E. Flamingo Road • Las Vegas, NV 89121

VegasPBS.org

ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



PC THE EASTRIDGE GROUP OF STAFFING COMPANIES

The Eastridge Group of Staffing Companies announced its grand opening at 650 White Dr. with staff and executives. The Eastridge team places more than 600 temporary employees a week and has in excess of 800 Las Vegas clients. Call 702.732.8861 or visit eastridge.com/lasvegas.



GOODWILL OF SOUTHERN NEVADA

Goodwill of Southern Nevada commemorated its 13th retail store opening in Southern Nevada, located at 7420 S. Rainbow Blvd., with Goodwill officials and local dignitaries. The 16,000-sq.-ft. facility created 40 new jobs. Call 702.214.2056 or visit sngoodwill.org.



AL'S BEEF

Al's Beef announced its grand opening at 6440 W. Sahara Ave. Established 70 years ago in Chicago, Al's Beef has been featured as one of *Esquire* magazine's picks for best sandwiches in America, as well as on the History Channel and various other programs and magazines. Call 702.644.2333 or visit alsbeef.com.



REALTY ONE GROUP - SOUTHWEST

Realty One Group - Southwest commemorated its new location at 8395 W. Sunset Rd. with executives and local dignitaries. Call 702.898.1010 or visit realtyonegroup.com.



PC THE JUICE STANDARD

The Juice Standard celebrated its grand opening at 4555 Ft. Apache, the valley's new home of raw, organic, cold-pressed juice, where it welcomed more than 150 thirsty customers on opening day. Call 702.476.9800 or visit juicestandard.com.



REGUS

Regus - The District at Green Valley Parkway commemorated its grand opening at 170 S. Green Valley Pkwy. Regus has centers worldwide in 1,800 locations and 600 cities across 100 countries offering fully-equipped offices; a range of meeting, board and training rooms; v-technology, drop-in business lounges, IT, telecoms, Wi-Fi and networking opportunities. Call 800.633.4237 or visit regus.com.

SPONSORED BY:



PC - President's Club

EL - Executive Level

\$ - Chamber Member Discount



ORANGE THEORY FITNESS

Orange Theory Fitness, the energizing group interval fitness concept, celebrated its grand opening/ribbon cutting at 9326 W. Sahara Ave. Call 702.577.2884 or visit orangetheoryfitness.com.



PC FIRESTONE COMPLETE \$ AUTO CARE

Firestone Complete Auto Care, located at 2455 W. Deer Springs Dr., commemorated its grand opening with local dignitaries and presented a check to Three Square Food Bank. Call 702.395.1134 or visit firestonecompleteautocare.com.



REALTY ONE GROUP - NORTHWEST

Realty One Group - Northwest celebrated its grand opening and new location at 5550 Painted Mirage Rd. with executives and local dignitaries. Call 702.898.1010 or visit realtyonegroup.com.



MAURICES

Maurices announced its grand opening, located at 7981 W. Tropical Pkwy. Maurices is a unique women's fashion clothing and apparel store. It has 921 stores in 45 U.S. states and three Canadian provinces. Call 702.395.0588 or visit maurices.com.



NAI VEGAS

NAI Vegas commemorated its rebranding and grand opening at 8945 W. Russell Rd. NAI Vegas Sauter Multifamily Group provides clients with access to experienced brokers with extensive expertise in the multifamily investment market. Call 702.383.3383 or visit naivegas.com.



FIZZ LAS VEGAS, LLC

Fizz Las Vegas, LLC, located at 3570 Las Vegas Blvd. S., inside Caesars Palace, welcomed guests into a fashionable two-story space rendered in warm hues of champagne, cognac, copper and ivory to complement Sir Elton John and David Furnish's extensive photography collection. Call 702.776.3200 or visit fizzlv.com.

connect with community leaders at focus las vegas



A

re you new to town? Recently promoted? Do you need to better understand the Las Vegas community and how we became the city we are today? Are you looking for a way to volunteer/give back/pay it forward,

or want to have an entry point into becoming more involved in our dynamic community?

Focus Las Vegas is an immersive two-day educational experience that gives you an insider's look at Southern Nevada. It's ideal for those who want to get a "crash course" in the systems that shape Southern Nevada. Focus Las Vegas builds a solid foundation of community enrichment and involvement for business professionals like you, giving them the knowledge, tools and enthusiasm to become better community stewards. Through the program, you will form a better understanding of the workings of our community, its challenges and opportunities.

In two days, a series of local experts, representatives from key organizations, political leaders, strategic planners and stakeholders give an unparalleled deep dive into the current issues and affairs we are facing in Southern Nevada. From Interstate 11 and Project Neon to the cultural diversity of our valley, healthcare topics and what's on the horizon for our education system, you will gain insight that you had never been exposed to previously. Other topics that Focus Las

Vegas will delve into include government and politics, economic development, tourism and community safety nets. Focus Las Vegas also is the logical first step for those wanting an introduction to the Metro Chamber's Leadership Advance or the Leadership Las Vegas programs.

Focus will help you target the information you need to succeed in business – and philanthropy – in Southern Nevada. Even if you are uncertain of where you want your area of emphasis to be, Focus Las Vegas will give you an in-depth introduction into several of the powerful systems that make Southern Nevada a great place to live and work, as well as an overview into its greatest opportunities and challenges – and where you fit in.

Focus Las Vegas' next general session is scheduled for Monday, October 20, and Monday, October 27, 2014 at The Innovation Center. For more information, including cost and how to register, visit LeadLV.com or contact Kristen Kennedy-Larsen, Leadership Programs Coordinator, at 702.586.3825 or klarsen@lvchamber.com.



By: Sherri McKenzie,
Focus Las Vegas Program Chair,
CenturyLink

member to member

EYES AND EARS: MAKING YOUR BUSINESS' SOCIAL MEDIA COUNT

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acebook has 1.3 billion active users, Twitter has 645 million and LinkedIn, 300 million. By the time you finish this article, those numbers will grow by the hundreds of thousands. Effortless communication with people around the world means these types of platforms aren't going away anytime soon.

We know that people are spending their time on these social media forms, and businesses want to be where the eyeballs are, so how do you get your business involved?

It starts with your website.

If you want your target audience to connect with your business, you have to make sure that you're providing valuable, relevant content that's helpful to the people you want to read, watch and listen to it. Your website not only is the go-to place for information about your business, products and services, it is where you can post the content you want to share through social media.

A blog is a great way to put valuable content on your website. Remember blogs are social platforms as well, and should be the center of your social media efforts. Your informative content will let people know that you are the go-to person in your industry when they have questions or need to hire someone. Each blog article has its own URL that can be shared across social media. Most blogs are set up for comments, allowing your visitors to ask questions and add to what you wrote. Social media is about listening, too, so make sure you respond to readers.

If your website is your newspaper, then social media platforms are the paperboys used to get that great content in front of eyeballs. To share your content, give a short excerpt and link to the actual article on your website. This is better than full articles because your website is where your phone number, location and calls to actions are. On your website, people are also less distracted from other posts, chats, images and ads.

Be social.

It's called *social* media for a reason. Think about the personality and style you want to convey on behalf of your business.

Will you be the main voice of your business? When it comes to social media, many times people will connect with the person behind the business, rather than the business account itself. That's okay, as this all depends on your strategy and how private you want to keep your personal accounts.

How do you get people to connect with you on social media? Start with the people you know and let them know what you plan on sharing.

Remember to search!

I was tweeting back and forth with a company because I had questions about their product. We both found it funny that their competitor jumped in and told me to make sure I check out their product as well. They found our conversation by searching keywords that fit their industry. Now, I don't recommend jumping into competitor's conversations, but by using a search, you'll find people that are asking questions that you may be able to answer. You'll be able to easily communicate with them and you may gain followers in the meantime.

Keep in mind that social media is not advertising. A good sign is when you start communicating with others on the various platforms.

Don't just talk. Listen. Share content that's on other websites and other businesses will appreciate it. They may even return the favor by sharing your content to their followers.

Lastly, be patient. Don't start looking for a big return on your time investment in a few weeks. Social media is a long term effort that should be part of your ongoing marketing to help communicate with your audience.



By: Will Paccione - Dot Xero Digital
Marketing Agency - DotXero.com -
@VegasWill

how does it work?

MEASURING THE ROI OF WORKPLACE WELLNESS

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ellness programs can have a substantial, positive impact on your organization's employee health – and your finances. They can help your bottom line by cutting down on absenteeism, reducing health care costs and boosting productivity. In fact, the Centers for

Disease Control and Prevention determined approximately 75 percent of health care costs and productivity losses are related to lifestyle, a critical influencer in reducing your company's healthcare costs.

Several studies show that organizations with effective approaches to wellness have programs with a substantial ROI that grows over time. A Harvard University study of 100 peer-reviewed journal articles found that a properly designed wellness program can expect to yield an ROI of 3.27:1 on healthcare cost reductions and another 2.73:1 on absence and related costs after about three years. To calculate ROI, the amount saved as a result of a program (e.g., lower healthcare spending, increased sales as a result of productivity) is divided by the dollars spent on the program.

Merely having a wellness program, however, does not guarantee results. According to Sibson's Healthy Enterprise Study, 40 percent of all wellness programs are not considered effective, but many of the 60 percent that succeed generate excellent financial results. In fact, organizations that placed at the top of the study's wellness index experienced 16 percent lower healthcare costs (adjusted for demographics and industry) and a 35 percent lower rate of increases in costs, demonstrating that it is effectiveness – not the mere presence – of a wellness program that determines its effectiveness.

While results from wellness programs vary, there are common success factors that, if adopted, lead to improved results, including ROI. According to a study by the Center for Studying Health System Change (HSC), one-size-fits-all programs purchased from vendors are not effective. According to HSC, wellness programs must be integrated, comprehensive, diversified, strongly linked to the organization's business strategy and championed by senior leadership and managers. So once you have your wellness program that makes sense for your company, how can you measure its success?



Many employers gauge the ROI of a wellness program by some of the following criteria:

- **Participation:** Employee engagement in the wellness program is key to making it work for your bottom line.
- **Satisfaction:** Seek constructive feedback and suggestions.
- **Behavioral changes:** Does the program instill long-term behavioral changes that will lean to sustainable results?
- **Biometrics:** Easy to measure targets like blood pressure, body weight and cholesterol can help employees stay engaged over a longer period of time, if they are measured regularly and consistently.
- **Productivity:** Employee lifestyles can influence productivity, level of customer service and absenteeism. Although a bit more difficult to objectively measure, it can be a valuable factor in reviewing the outcomes of the program.
- **Medical claims:** At least 25-40 percent of health plan claims (some studies suggest numbers as high as 50-70 percent) are avoidable through prevention, eliminating risk factors and early detection. Analyzing your business' variable healthcare costs can significantly help realize return on your wellness program investment.

Bottom line: Take into account your industry, employee base and what makes sense for your company. Find a program to which your employees will positively respond – and one with which you can track to measure results.

This information is brought to you by Chamber Insurance & Benefits, administrator of the Chamber Health Plan. This month's information is courtesy of Behavioral Health Care Options. For more information on insurance coverage options for your business, visit ChamberIB.com or call 702.586.3889.

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five ways to spice up your resume

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or those who have cobwebs on your resume, or if you're in the job market, here are a few easy tips to get you in the door for that interview and hopefully on your way to the next stage of your career as a Vegas Young Professional!

Professional Email Account

This may seem like a no-brainer, but you'd be surprised how many resumes come across my desk with some interesting email accounts. Since your email address should be at the top of your resume, your email sets the tone for the rest of your information. A quirky email address may raise an eyebrow... and not in a good way. I always recommend using a first.name.last.name email address. You should treat your email address as your brand. Always remember that first impressions are critical to getting yourself that interview. There are many free email services out there.

Use Bullet Points

Hiring managers are likely already overworked when looking for a candidate. Make it easier for them by using high-level bullet points when marketing yourself in your resume. The average hiring manager reads a resume in less than a minute. They are looking for key points and how your skills, experience and education can contribute to their team. Using bullet points under your job qualification areas or job experience can easily highlight areas you want those hiring managers to see.

Action Words

Lights, Camera, ACTION! This is where your resume really sells you. Using the bullet point recommendation above, spice up your resume with action words to sell your experience. "I've handled many accounts" doesn't tell any recruiter what you've actually

accomplished. "Administered more than \$1.2 million in revenue generation across five accounts" shows leadership. Action words sell your brand...use them! Google "resume action words" for some examples.

Ensure Text Can Be Read by Resume Scrubbers

Here's an area where job hunters fail miserably...the resume scrubber. Did you know that most businesses use a resume scrubber service to search for action/keywords used from the job description? Read the job description carefully and ensure that you can use those bullet points and action words to coincide with the job description requirements. Some companies require 90 percent of the job description action/key words to be on your resume somewhere in your experience qualifications. It's okay to have more than one resume; just make sure that you save the resume file based on the position for which you applied, so you can go back to review when you get that call.

LinkedIn & Resume Match

LinkedIn is a good resource to network and connect with professionals locally and across the globe for your next career adventure. Did you know that prospective employers do a search on LinkedIn to see how accurate your resume is compared to your LinkedIn profile? Make sure your account and your resume match. You wouldn't believe how many times I've come across an "experienced manager" just to see a LinkedIn profile that says they were an analyst that had no manager experience.

Hopefully these five tips will help you in that next step up in your career!

By: Roy Anthony Rosales, Allegiant Travel Company, VYP Advisory Council



fusion
mixer at
red rock
vip lanes



Vegas Young Professionals headed to the Red Rock Casino Resort and Spa, and bowled for new business connections in the one-of-a-kind VIP area at Red Rock Lanes. Thank you to Red Rock Casino Resort and Spa and Red Rock Lanes for hosting a one-of-a-kind experience.



fusion
mixer at
double
barrel



Beating the heat with handcrafted cocktails, all-American light bites and the laid back atmosphere of Double Barrel Roadhouse inside the Monte Carlo Casino Resort, VYP members exchanged cards, built their networks and created new business opportunities.

the final word

METRO CHAMBER LEADERS MEET WITH U.S. CONGRESSWOMAN KYRSTEN SINEMA TO BUILD REGIONAL PARTNERSHIPS

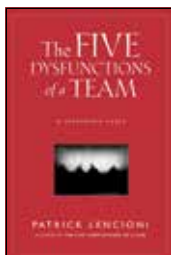
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ater. Transportation. Economic development. Nevada shares many regional issues with its neighbor, Arizona, which is why the Metro Chamber is working diligently to build strong relationships with key Arizona policy makers, like U.S. Congresswoman Kyrsten Sinema (AZ-9). Recently, Metro Chamber leaders met with Congresswoman Sinema to discuss issues affecting Nevada and Arizona and strengthening the ties between our two states. Congresswoman Sinema is part of the Congressional Interstate 11 Coalition and is currently working to fund the project, increase trade with one of the United States' largest trading partners, Mexico, and bring more jobs and opportunities for business and economic development to both states. By having these important dialogues with key policy makers such as Congresswoman Sinema, the Metro Chamber is advancing important ideas and engagement opportunities for the Southern Nevada business community to grow jobs and the economy.



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